

WHAT IS CLAIMED IS:

1. An adjustment apparatus of a vehicle, the apparatus comprising:
 - at least one customizable vehicle component situated within the vehicle;
 - a receiving arrangement configured to receive identification signals communicated by at least one identification device, the identification device having a position with respect to the vehicle; and
 - a processing arrangement communicatively coupled to the receiving arrangement, the receiving arrangement configured to communicate the identification signals to the processing arrangement;

wherein the processing arrangement is configured to automatically set a user preference of the customizable vehicle component as a function of the identification signals and as a function of the position of the identification device with respect to the vehicle.
2. The adjustment apparatus of claim 1, wherein the identification device includes a key and an electronic circuit arranged on the key, the receiving arrangement including a key reading circuit configured to receive the identification signals from the electronic circuit arranged on the key when the key is inserted into a keyhole receptacle of the vehicle.
3. The adjustment apparatus of claim 2, wherein the vehicle includes a plurality of keyhole receptacles, the processing arrangement being configured to automatically set the user preference of the customizable vehicle component as a function of which of the keyhole receptacles the key is inserted into.
4. The adjustment apparatus of claim 1, wherein the identification device includes a transponder, and the receiving arrangement is configured to receive the identification signals wirelessly from the transponder.

5. The adjustment apparatus of claim 4, wherein the identification device includes a passive transponder, the adjustment apparatus further comprising an interrogation circuit configured to interrogate the passive transponder to cause the passive transponder to wirelessly communicate the identification signals to the receiving arrangement.
6. The adjustment apparatus of claim 5, wherein the interrogation circuit is configured to interrogate the passive transponder when a door opening device is activated.
7. The adjustment apparatus of claim 5, wherein the interrogation circuit is configured to interrogate the passive transponder when a key is inserted into a keyhole receptacle of the vehicle.
8. The adjustment apparatus of claim 4, wherein the processing arrangement is configured to automatically set the user preference of the customizable vehicle component as a function of a strength of the identification signals wirelessly communicated by the transponder.
9. The adjustment apparatus of claim 4, wherein the receiving arrangement includes a plurality of receiver circuits arranged in the vehicle, the processing arrangement being configured to automatically set the user preference of the customizable vehicle component as a function of which of the receiver circuits receives the identification signals wirelessly communicated by the transponder.
10. The adjustment apparatus of claim 9, wherein the processing arrangement is configured to automatically set the user preference of the customizable vehicle component as a function of a strength of the identification signals wirelessly communicated by the transponder.
11. The adjustment apparatus of claim 9, wherein the receiver circuits of the receiving arrangement include respective directional limiting arrangements configured to limit locations

from which the receiver circuits receive the identification signals wirelessly communicated by the transponder.

12. The adjustment apparatus of claim 11, wherein the directional limiting arrangements include respective directional antenna arrangements configured to receive the identification signals wirelessly communicated by the transponder.
13. The adjustment apparatus of claim 1, wherein the processing arrangement is configured to automatically set the user preference of the customizable vehicle component only if at least one external event indicates that a user of the identification device intends to enter the vehicle.
14. The adjustment apparatus of claim 13, wherein the external event includes the activation of an active transponder to communicate a wireless entry intent signal, the receiving arrangement being configured to detect the wireless entry intent signal.
15. The adjustment apparatus of claim 13, wherein the external event includes an insertion of a key into a keyhole receptacle, and the adjustment apparatus further comprises a key insertion detection circuit configured to detect the insertion of the key into the keyhole receptacle, the key insertion detection circuit being further configured to communicate an insertion detect signal to the processing arrangement if the key insertion detection circuit detects the insertion of the key into the keyhole receptacle.
16. The adjustment apparatus of claim 13, wherein the vehicle includes a plurality of doors and at least one door opening device configured to open at least one of the doors, and the external event includes an activation of the door opening device, the adjustment apparatus further comprising an activation detection circuit configured to detect the activation of the door opening device, the activation detection circuit being further configured to communicate an activation detect signal to the processing arrangement if the activation detection circuit detects the activation of the door opening device.

17. The adjustment apparatus of claim 16, wherein the door opening device includes a door handle.
18. The adjustment apparatus of claim 13, wherein the identification device includes a passive transponder, the adjustment apparatus further comprising an interrogation circuit configured to interrogate the passive transponder to cause the passive transponder to wirelessly communicate the identification signals to the receiving arrangement.
19. The adjustment apparatus of claim 18, wherein the interrogation circuit is configured to interrogate the passive transponder when a door opening device is activated.
20. An adjustment apparatus of a vehicle, the apparatus comprising:
 - at least one customizable vehicle component situated within the vehicle;
 - a receiving arrangement including a plurality of receiver circuits arranged in the vehicle, the receiver circuits being configured to wirelessly receive identification signals communicated by at least one transponder device, the transponder device having a position with respect to the vehicle; and
 - a processing arrangement communicatively coupled to the receiving arrangement, the receiving arrangement configured to communicate the identification signals to the processing arrangement;

wherein the processing arrangement is configured to automatically set a user preference of the customizable vehicle component as a function of the identification signals and as a function of which of the receiver circuits receives the identification signals wirelessly communicated by the transponder, the processing arrangement being further configured to automatically set the user preference of the customizable vehicle component only if at least one external event indicates that a user of the transponder device intends to enter the vehicle.

21. The adjustment apparatus of claim 20, wherein the transponder device includes a passive transponder, the adjustment apparatus further comprising an interrogation circuit configured to interrogate the passive transponder to cause the passive transponder to wirelessly communicate the identification signals to the receiving arrangement.
22. The adjustment apparatus of claim 21, wherein the interrogation circuit is configured to interrogate the passive transponder when a door opening device is activated.
23. The adjustment apparatus of claim 21, wherein the interrogation circuit is configured to interrogate the passive transponder when a key is inserted into a keyhole receptacle of the vehicle.
24. The adjustment apparatus of claim 21, wherein the processing arrangement is configured to automatically set the user preference of the customizable vehicle component as a function of a strength of the identification signals wirelessly communicated by the transponder.